

## ORDER



**Orders**  
**Order / Rev:** 705803 - 2  
**Alt Order #:** 06272660  
**Product Desc:** OBAMA SCHED B  
**Estimate:** 1596  
**Flight Dates:** 08/11/12 - 08/17/12  
**Original Date / Rev:** 08/10/12 / 08/14/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:** K Keuleman  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/06/12	08/12/12	4	\$3,820.00	\$3,247.00
08/13/12	08/19/12	29	\$28,340.00	\$24,089.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	33	\$32,160.00	\$27,336.00	0.00
<b>Totals</b>	<b>33</b>	<b>\$32,160.00</b>	<b>\$27,336.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/13/12	08/16/12	M-F 6-7a 6-7a 10 News	CM	6-7a (6:00 AM-6:30 AM)	MTWT---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	MTWT---		2			\$400.00			0.00			
2	WTSP	08/13/12	08/16/12	M-F 6-7a 6-7a 10 News	CM	6-7a (6:30 AM-7:00 AM)	MTWT---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	MTWT---		2			\$400.00			0.00			
3	WTSP	08/13/12	08/16/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWT---	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	MTWT---		5			\$400.00			0.00			
4	WTSP	08/11/12	08/11/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$320.00	P-2	0.00	NM	1	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	-----S-		1			\$320.00			0.00			
5	WTSP	08/13/12	08/16/12	M-F 930-10a Millionaire M, W, F/Paid T, Th	CM	930-10a	M-W----	:30	3	\$280.00	P-2	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	M-W----		3			\$280.00			0.00			
6	WTSP	08/13/12	08/16/12	Price Is Right Price Is Right	CM	11a-12p	MTWT---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	MTWT---		2			\$1,200.00			0.00			

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Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED B  
 Estimate: 1596

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	08/13/12	08/16/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWT---	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWT---		3			\$1,100.00		0.00				
8	WTSP	08/13/12	08/16/12	M-F 4-5p Dr. Phil	CM	4-5p	MTWT---	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWT---		2			\$800.00		0.00				
9	WTSP	08/13/12	08/16/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWT---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWT---		1			\$800.00		0.00				
10	WTSP	08/13/12	08/16/12	M-F 530-6p 10 News at 530p	CM	530-6p	MTWT---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWT---		1			\$800.00		0.00				
11	WTSP	08/11/12	08/11/12	Sat 7-730p Sat 7-730p 10 News	CM	Sa 7-730p	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-		1			\$700.00		0.00				
12	WTSP	08/12/12	08/12/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S		1			\$800.00		0.00				
13	WTSP	08/13/12	08/16/12	730-8p Millionaire	CM	730-8p	MTWT---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWT---		2			\$1,200.00		0.00				
14	WTSP	08/13/12	08/16/12	Letterman Late Night with David Letterman	CM	1135p-1237a	MTWT---	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWT---		2			\$300.00		0.00				
15	WTSP	08/17/12	08/17/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p	----F--	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	----F--		1			\$8,000.00		0.00				
16	WTSP	08/13/12	08/16/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWT---	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	MTWT---		2			\$2,000.00		0.00				
17	WTSP	08/12/12	08/12/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S		1			\$2,000.00		0.00				
19	WTSP	08/14/12	08/14/12	M-F 10-11a Studio 10	CM	10-11a	-T-----	:30	1	\$0.00	P-4	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	-T-----		1			\$0.00		0.00				
Totals													33	\$32,160.00	